

## INTRODUCTION:

To protect our customers from the exponentially rising menace of SPAM communication, scams and frauds, Vodafone Idea Limited (“**Vi, We**”) has enabled AI enabled voice and SMS spam and fraud identification solution along with international calling display, caller name presentation and malicious link detection called Vi Protect, for all its cellular mobile connection subscribers (“Customer/s”) in India. This will be available for both prepaid & postpaid customers as per applicable conditions, currently at no extra cost.

### **A. Features: Identification of Suspected Spam**

1. We have implemented AI based technology, using the services of our service providers/partners, that has network intelligence to identify SMSs/Calls, including but not limited to the behavioral pattern of the content of SMS, behavioral pattern of caller/sender and promptly notifies it to the Customer as Suspected Spam. The notification will appear on customer’s handset as Vi Alert: SPAM both for calls and SMS).
2. The identification of Suspected Spam SMS/Calls relies on the usage behavior and other intelligence, as determined by VIL and its partners.
3. Messages or calls are only blocked when confirmed as fraudulent by government bodies; otherwise, they are flagged for user awareness
4. SMS spam will work on all handsets. Voice spam is available only on Volte handsets
5. Customer may through email or call, choose to respond to or block such communication as per his discretion at the handset level to avoid future interactions with the sender
6. Except otherwise as specifically stated herein, no commitment, assurance, guarantee etc., of any kind whatsoever on precision or availability has been given by Vi to the customer in respect of Identification of Suspected SPAM.

### **B. Features: Caller Name Identification**

- We provide a network-based feature which displays the caller’s name along with the number on your phone when you receive a call.
- This feature is available only for calls originated from Vi network
- We retrieve the caller name from our customer database, based on registered name available in KYC records.
- This feature is mandated by DoT.

### **C. Features: Identification of fraudulent domain/link**

1. Vi has implemented AI based technology using the services of its service providers/partners that uses network intelligence to identify suspicious and malicious domains and links, monitoring only keywords checking with global repositories, promptly warning the customer and redirecting to a secure webpage which explicitly mentions that the domain has been found malicious.

2. The identification of such domains relies on scanning internet traffic, checking with global repositories and real-time algorithm bases analytics.
3. Customer may, at their own discretion, report any such link or domain / register a complaint with Vi by writing to us at [spam.grievance@vodafoneidea.com](mailto:spam.grievance@vodafoneidea.com). Vi will thereafter investigate the said link/domain and if our Fraud Detection Solution finds it unsafe as per real time update of the database, the same will be blocked as finally directed by DOT/TRAI.

## Miscellaneous

- Identification of Suspected spam is valid only in India, specified by Vi from time to time. Various DoT / TRAI guidelines require the service providers/operators to deploy AI /ML based systems for detection/ blocking of SPAM. Instructions for blocking of such numbers are also received periodically from other Government authorities including law enforcement agencies. Similarly, various DoT / TRAI guidelines require the service providers to deploy AI /ML based systems for detection/ blocking of fraudulent links. Instructions for blocking of such links/domain are also received periodically from Government authorities including law enforcement agencies from time to time.
- Vi, at its own discretion, shall be entitled to postpone, suspend, modify or cancel Identification of Suspected Spam or Fraud Detection Solution and identification of links/domains as fraudulent or any aspect thereof or any aspect/feature of Vi Protect , across the entire territories of service or any part thereof, at any time with or without notice, for any reason, including, but not limited to, acts of God, force majeure, technical difficulties, or any other reasons beyond Vi's reasonable control. If Vi suspends or cancels Identification of Suspected Spam or Fraud Detection Solution and identification and Blocking of such malicious links/domains or Vi Protect, all aspects of same shall be null and void.
- Identification of a link/domain as fraudulent or malicious is valid only in India, specified by Vi from time to time.
- Vi provides the Fraud Detection Solution and the identification and blocking of suspicious and malicious links/domains on an 'as is' and 'as available' basis. While Vi endeavors to provide an effective service, it does not provide warranties or representations specifically regarding its fitness for any particular purpose, performance, merchantability, quality, availability, or that its operation will be entirely free from disruption or errors. The identification and blocking of links are undertaken on a best-effort basis.
- VIL uses the products/services/software of third party service providers/partners in providing the Vi Protect. There is dependability on these products/services in the performance/operations/functioning of Vi Protect. Vi makes no representations or

warranties that these products/services will be up and running at all times and be free from any errors.

- Vi MAKES NO WARRANTIES OR REPRESENTATIONS WHATSOEVER IN RESPECT OF IDENTIFICATION OF SUSPECTED SPAM OR ANY FEATURE/ASPECT OF VI PROTECT INCLUDING AS TO ITS FITNESS FOR ANY PARTICULAR PURPOSE, MERCHANTABILITY, QUALITY, AVAILABILITY, DISRUPTION OR ERROR FREE OPERATION.
- Vi HAS NO LIABILITY WHATSOEVER IN RESPECT OF ANY CLAIMS OR DISPUTES AND ANY RESULTING DAMAGES OR LOSSES, WHETHER DIRECT OR INDIRECT, RELATING TO USE BY ITS CUSTOMERS OF IDENTIFICATION OF SUSPECTED SPAM, FRAUD DETECTION SOLUTION AND IDENTIFICATION AND BLOCKING OF MALICIOUS LINKS/DOMAINS OR ANY ASPECT/FEATURE OF VI PROTECT.
- For any details, refer to the FAQ available at <https://www.myvi.in/spam-protection>
- In case of any query or grievance, customer may reach out to us by dialing 199/198 or by emailing to [customercare@vodafoneidea.com](mailto:customercare@vodafoneidea.com)